

# Takoma Park Community Center



## Update: Use and Operations

February 5, 2007  
Presented by Debra Haiduven  
Director of Recreation

## Overview July 2006 – January 2007

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- Program Successes and Trends
- Challenges
- Facilities Utilization
- Recommendations
- Discussion

# Successes and Trends Senior Programs

## Programs/Number of Visits

Table games, Bingo 715

Buffet, Day Trips 207

Lectures 30

Ceramics, Crochet, Knitting 120

Active for Life 260

Chair Massage, Bone Builders, Yoga, Line Dancing 117

Computer Class 600

Senior Room Drop-ins 800

Transport 363 people, 111 hours of driving



# Successes and Trends Youth Programs



- Morning Addition-Before School,  
15 Children enrolled
- Afternoon Addition K-6 Program  
60 Children enrolled to capacity

Program Expansion - dance, art,  
theater, special guests, separate  
rooms for homework, projects.



# Successes and Trends Youth Programs



- Toddler Programs

Summer 55 participants

Fall 133 participants

Winter 59 participants (Session 1 only)



# Successes and Trends Youth Programs

## Drop-In Programs

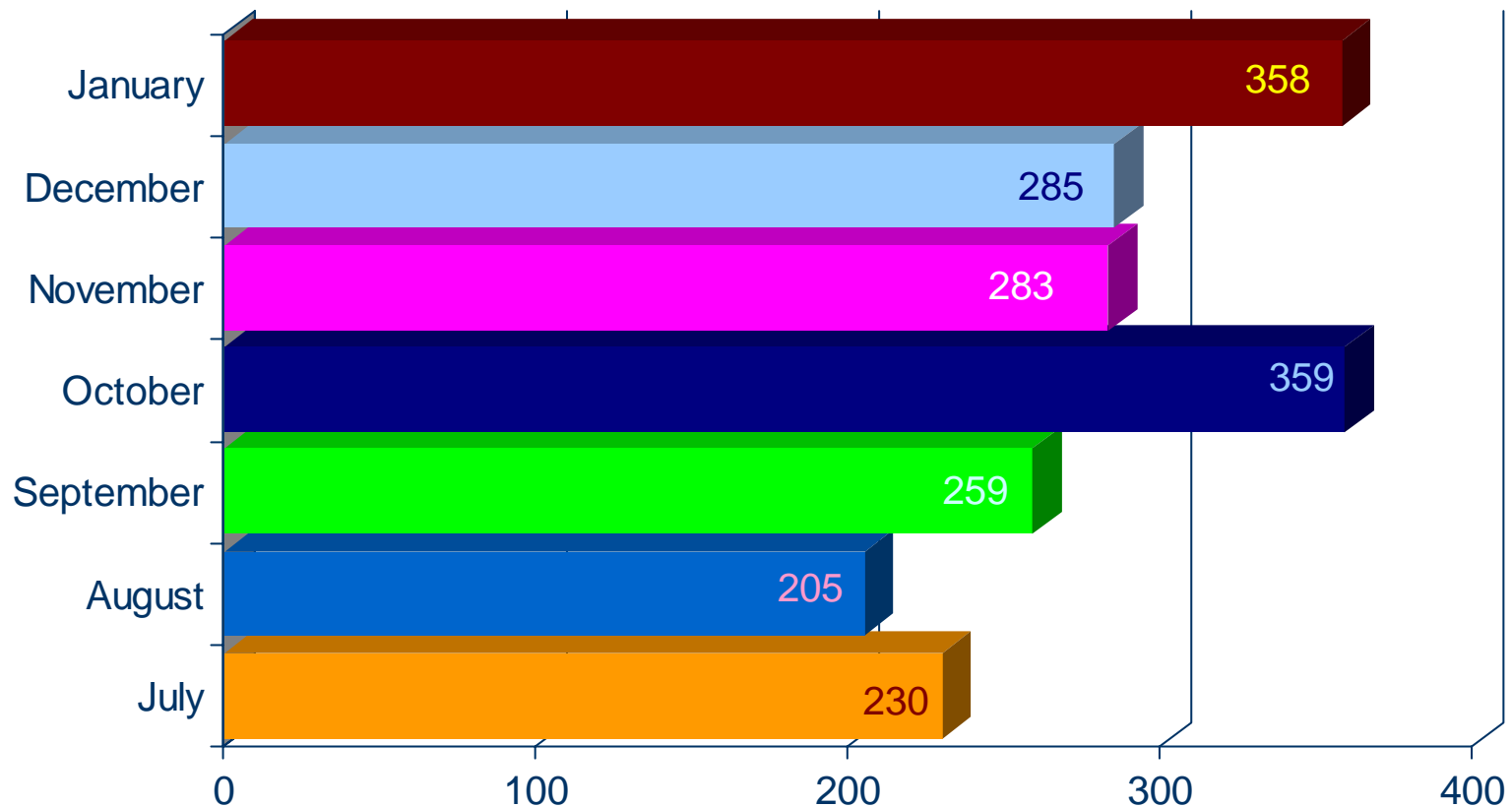
- Game Room \$5/Year  
203 Members
- Teen Room \$10/year  
(includes game room)  
45 members
- Socializing in the lobby



# Successes and Trends

## Game Room Weekday Use

July 2006 - January 2007

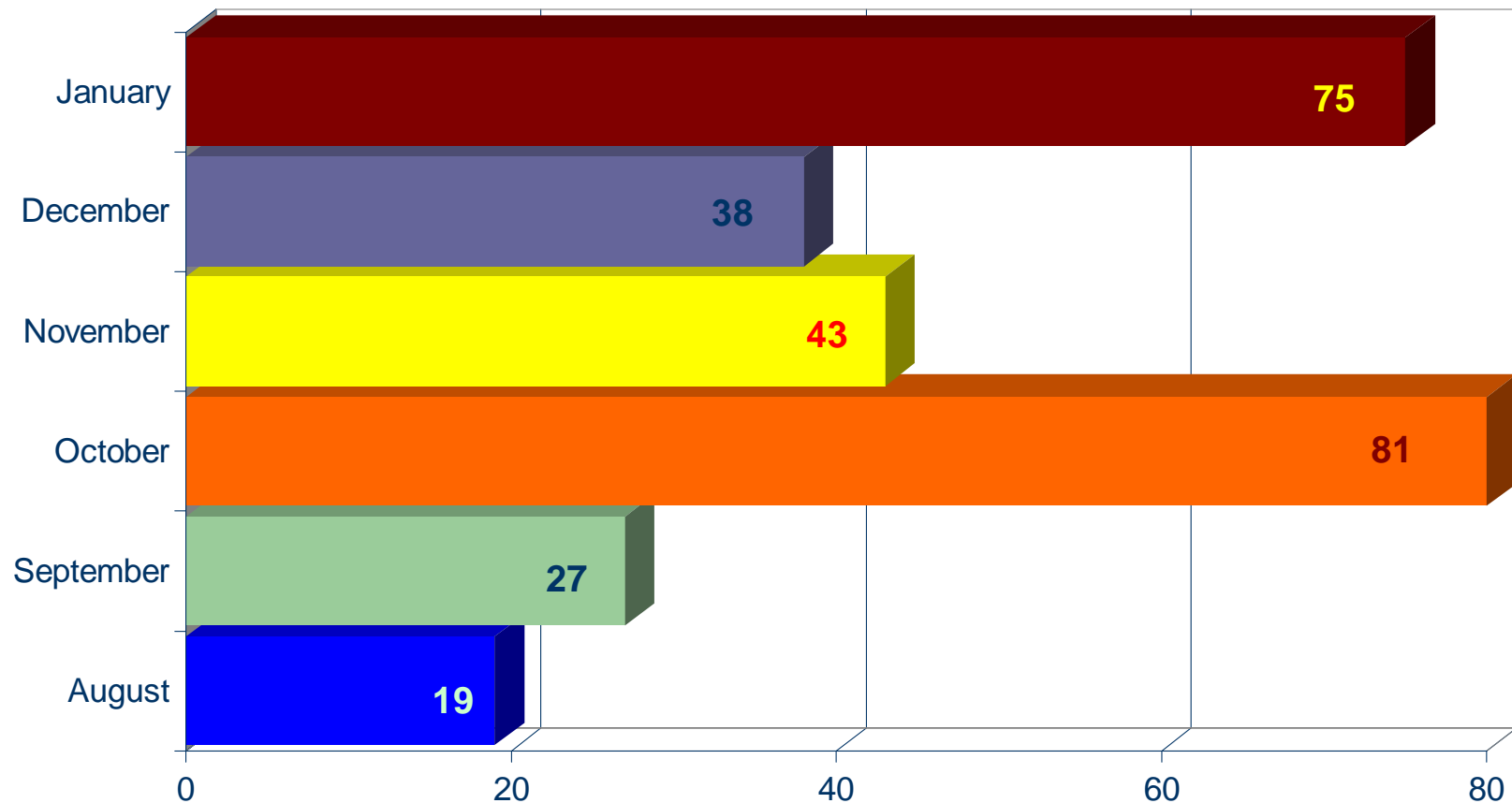




# Successes and Trends

## Game Room Weekend Use

July 2006 - January 2007

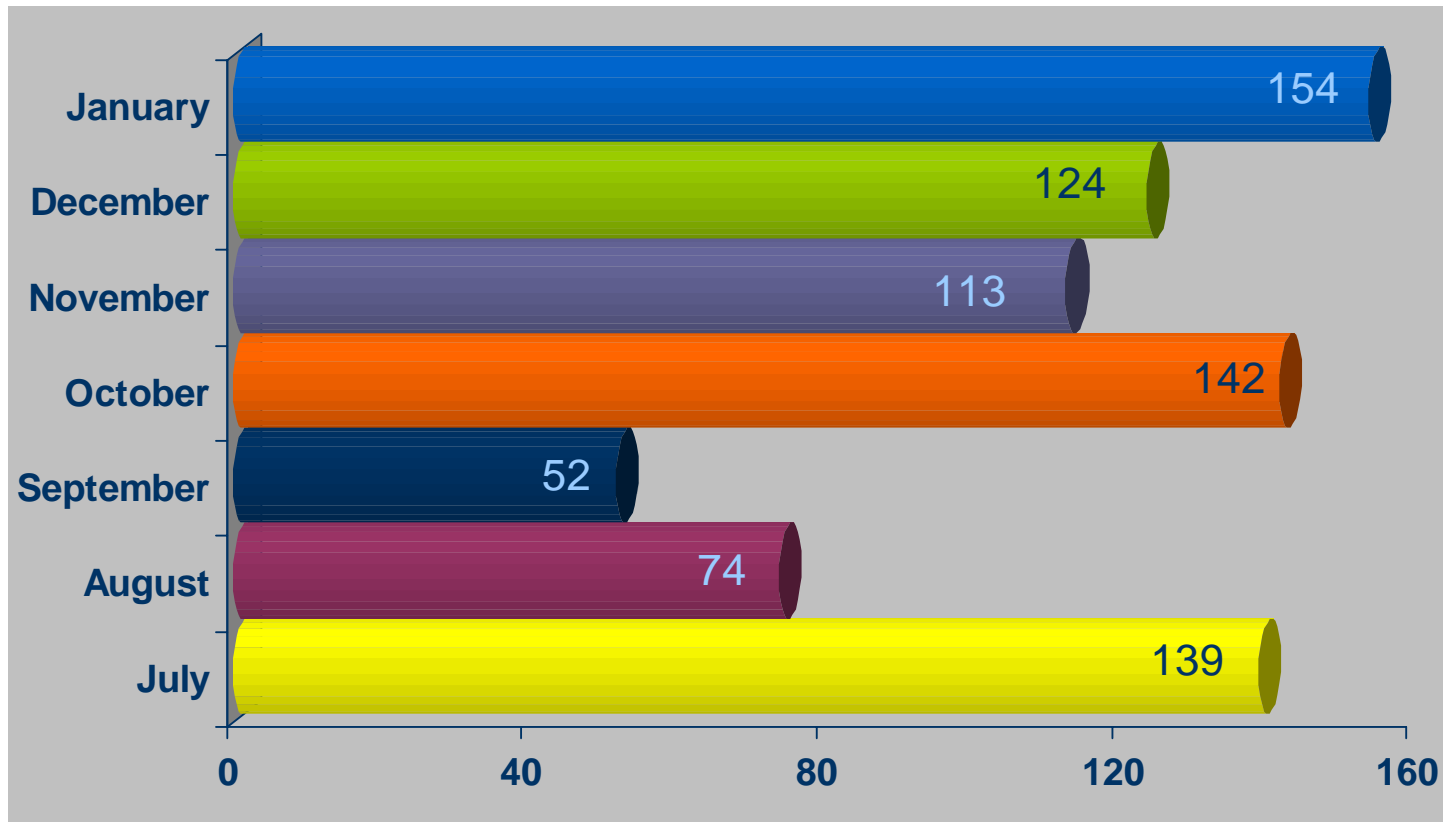




# Successes and Trends

## Teen Lounge Weekday Use

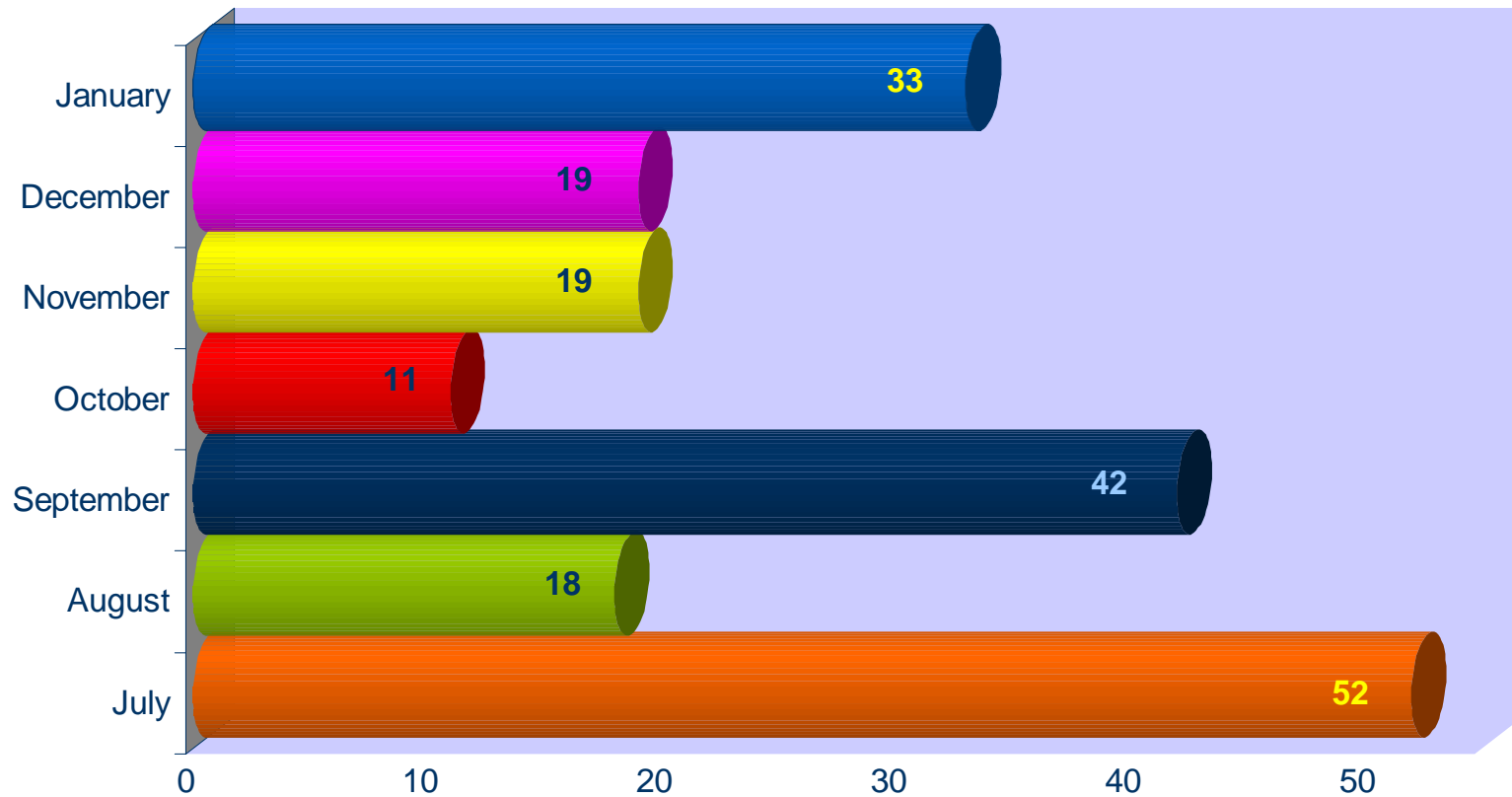
July 2006 - January 2007



# Successes and Trends

## Teen Lounge Weekend Use

July 2006 - January 2007



# Successes and Trends

## Dance Studio Programs

### Dance Offerings

Hip Hop, Jazz, Belly Dancing, African, Liturgical

55 Participants

### Exercise

Kung Fu, Fencing, Bone Builders,  
Yoga, Step, Tai Chi

### Group Rentals

47 Slots



# Successes and Trends Art Programs

- Drawing and Painting, Watercolor, Collage, Ceramics

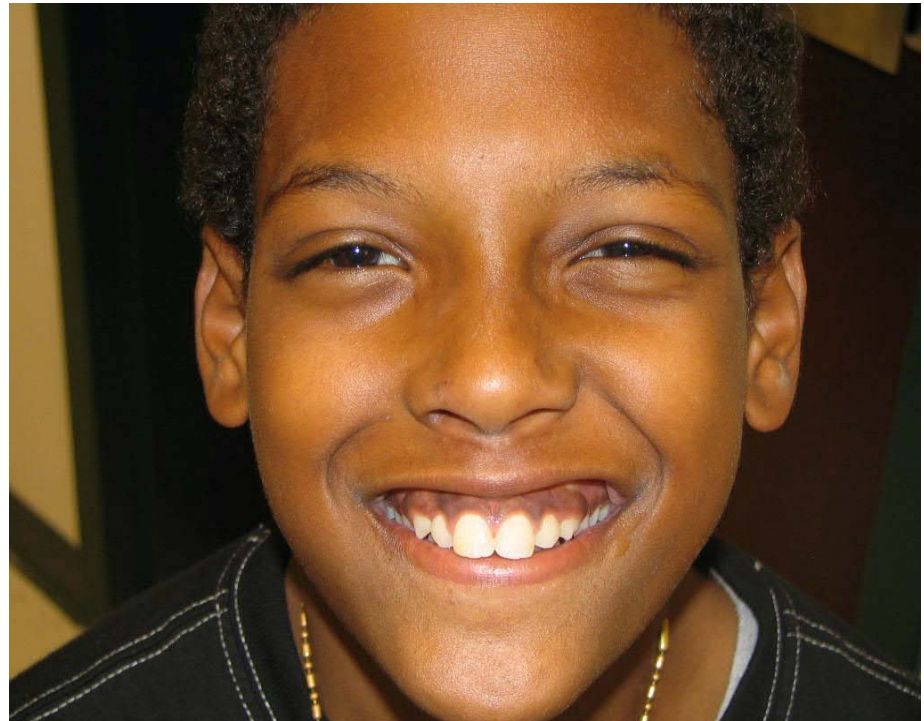
90 Participants

- Senior tile project
- Afternoon Addition



# Successes and Trends Other Programs

- Video Blogging
- Music Engineering
- Family Movies
- Workshops
- Special Events
- Lobby Events



# Successes and Trends Partners

- Somali Americans
- Jewish Community Centers
- Arts and Humanities
- Quilters
- La Leche League
- Community Bridges
- Lion's Club



# Challenges

- Interruptions caused by construction activity
- Elusive technology
- Need for policy development/refinement
- Lack of large space
- Staffing issues





# Challenges Staffing Summary

## Recreation Department Staffing

Monday through Friday 5 - 10 PM

Saturday 10 AM - 6 PM

Sunday- 2-6 PM

- 30+ part time for all facilities
- Over 20 contractors/instructors
- 8 full time employees
- Volunteers



# Facility Utilization Rental and Use Policy Review

## Categories of Renters

Resident, Non resident, Commercial

Rates	Residents	\$10-\$20/hr
	Non-Residents	\$35-\$45/hr
	Commercial	\$55-\$65/hr

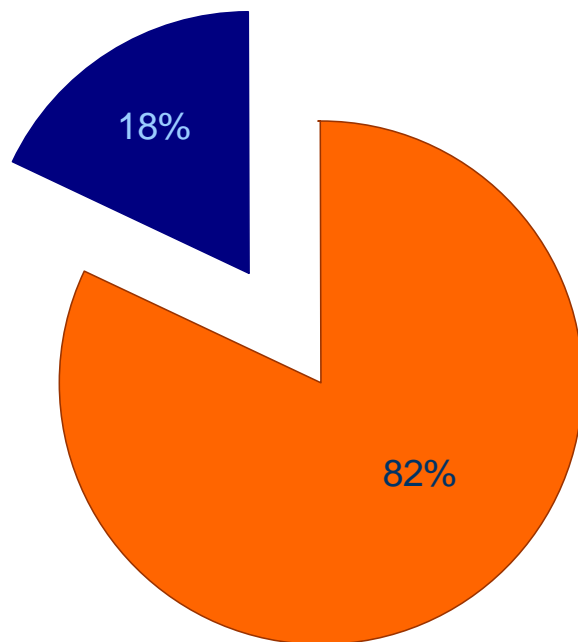
## Reservation Procedure

# Facility Utilization

## Private Rentals

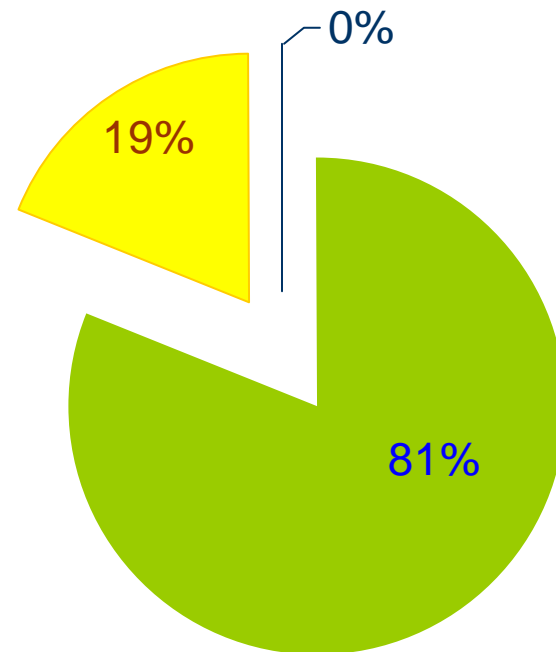
126 Private Rentals, Revenue Collected \$8,150

Private Room Rental



■ Individuals ■ Groups

Room Rental by Residential Status



■ Resident ■ Non-Resident ■ Commercial

# Facility Utilization Community Groups

146 Total Uses July 2006 - January 2007

Majority are during the week

Community Groups with 11 free rentals

Groups Currently Eligible for Over 11 free

Jazz Band, Swing Band, Takoma Singers

## Issues:

Staff and public unaware of status

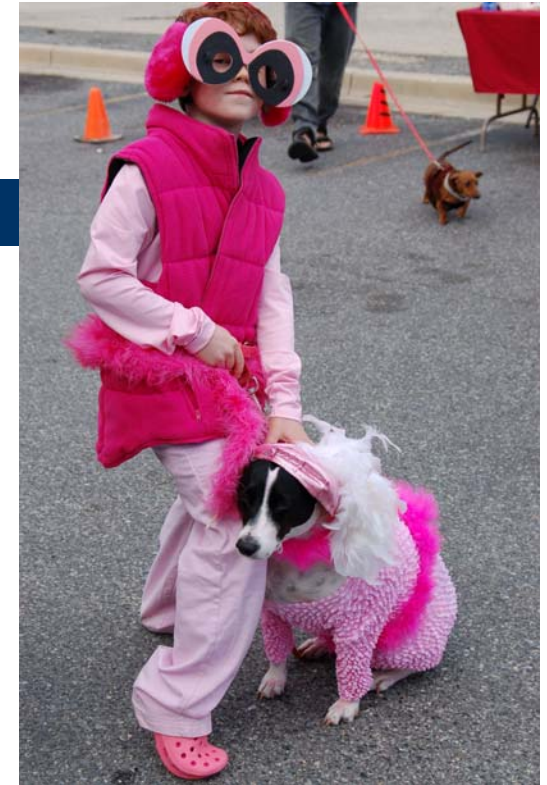
Window of reservation

Multiple contact persons

Councilmember “endorsements”

# Opportunities Recommendations

- Improve interior style/signage
- Refine marketing materials
- Focus on teen programs
- Solicit more partners
- Clarify rental policies
- Continue data collection and adjust hours
- Restructure staffing for better oversight
- Recruit, train and retain



# Discussion

